



Bowen Town & Country Furniture has been supplying quality furniture at North Carolina prices for over 50 years. Over this time, they have built a reputation for not only offering the finest manufacturers, but doing it in a warm, comfortable setting with extremely high customer service levels. MediaFit has been helping with several projects for the company, including:

- The creation of a gift card program
- A major update to the company's website

- The launch campaign for Rowe Studio furniture, including direct mail, print ads, updated delivery truck graphics, and an in-store event complete with multi-media.

The Rowe Studio launch successfully brought new customers to Bowen Town & Country, succeeding in spreading the word that a trusted retailer was also relevant to today's younger consumer.

Introducing Studio Rowe
customized • stylish • delivered fast

A WHOLE NEW IN-STORE EXPERIENCE

BOWEN TOWN & COUNTRY FURNITURE CO.

a line of literally hundreds of fresh choices in design and fabric, at your fingertips.

Take A Fresh Look

GRAND OPENING EVENT
Friday | Saturday | Monday
January 18th, 19th, 21st

Take a fresh look at your home now!
Enter our drawing for a \$1,000 Rowe shopping spree!

1910 Mooney St • Winston-Salem, NC 27103
336.765.1360 • www.bowenfurniture.com
Monday thru Friday: 9:00 AM - 6:00 PM • Saturday: 9:00 AM - 5:00 PM

BOWEN TOWN & COUNTRY FURNITURE CO.

You'll like living at home.

For 50 years we have provided a broad range of fine furniture to local, national and international customers—always at North Carolina prices. Our Winston-Salem showroom full of smart and fun pieces will make your shopping and ownership experience easy and enjoyable.

Our **furniture choice** feature lets you see different upholstery on your favorite pieces of furniture and our **Room Planner** feature will help you arrange your furniture in your rooms. Both are as fun as they are helpful. Give them a try.

Make yourself comfortable and take a look around the site. Please email or call for more info or to arrange a visit. You'll like living with us.

BBB Online
TRUSTWORTHY

www.bowenfurniture.com

